



CALPEEK

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ELECTION ANALYSIS

NEW REGISTRATION DATA IS BAD NEWS FOR GOP.

Editor's note: With a month to go before the Nov. 3rd election, Demo insiders seem more confident that this could be the year for a big Demo **SWEKP** in Calif. One reason for optimism is the new set of **REGISTRATION** figures, from May 4 to Sept. 4. Here is **CALPEEK's** analysis & update...

...The end of registration for this 1992 election cycle coincides with this issue of **CALPEEK** — Oct. 5. While the final figures are **NOT** in (meaning that we're still missing 1 month of figures), the stats from the May to September period suggest that Democrats have been **MASHING** the Republicans in many parts of Calif. There's just no way to spin this fact any other way...

...In terms of count and percentages, there were 552,763 registrations between May and September. The total number of registered voters is now just over 14 million. There is evidence that a fairly large number of the 552,763 registrations are **NOT** new voters, but are former **GOP** voters (mostly **WOMEN**), who have re-registered as Demos, independents or with other parties. Of the May-Sept. registrations, Demos picked up 52.29%, while the GOP got 20.36%. And you don't have to be a math whiz to figure out that **INDEPENDENT** and other parties have done well during this time. Why? Part of reason has to do with Ross Perot...

LATEST FIGURES

Total Regist. Voters	14,122,011 (9/4/92)
CA Democratic Party	6,870,923 (48.65%)
CA Republican Party	5,355,325 (37.92%)

...Percentage-wise, Demos are up slightly, while the GOP is down a bit. From 1980 until very recently, Demos have had to run

strong registration programs **JUST TO KKKP PACE** — and that didn't always work, because until this year, overall Demo registration was slipping. So why are the Demos doing better? The economy and the hardline **GOP platform** are political reasons for the shift. The registration drive itself is coordinated by the Assembly Demo Campaign Committee, with funding from the CA Demo Party. However, there are some congressional campaigns which are doing their own registration drives...

REGISTRATION IMPACT ON KEY RACES

● 69th A.D. — Demo Assemblyman Tom Umberg of Orange Co. has been a major **GOP** target since 1990. His **GOP** challenger is Jo Ellen Allen, head of the Eagle Forum in Calif. The May-Sept. figures show Demos have picked up 5,527 voters, while the **GOP** has added just 85. Voter registration now stands at 53.21% Demo vs. 36.89% **GOP**. The **GOP** registration had been at 39.71%. By the time all figures are added up, the 69th A.D. may go over 54% Demo registration. FYI: A new poll for Umberg (by Jim Moore) shows Umberg 59%, Allen 17%...

● 17th A.D. — Is **GOP** freshman Dean Andal in trouble? Here are the **NEW** registration totals: Demos 3,984 vs. **GOP** 198. Overall registration now stands at 55.86% Demo vs. 34.14% **GOP** (down from 35.03%). FYI: Andal has been pounded in the Stockton Record for allegedly hiring a young man to investigate Demo Mike Machado's high school-aged kids. **BAD** press for Assemblyman Andal...

● 23rd C.D. — In this Ventura Co. area, incumbent Elton Gallegly(R) is on the Demo **HIT PARADE**. The Demo challenger is Anita Perez-Ferguson, who had run a surprisingly strong race two years ago against U.S. Rep.

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Robert Lagomarsino. Recent registration data shows the 23rd C.D. now has MORE Demos than Republicans. Demos now account for 43.09% of voters, while the GOP has 42.52%. The Demo registration drive netted 8,346 voters, compared to just 2,030 voters for the Republicans. FYI: Ferguson is on radio with 3 ads produced by her consultants, The Campaign Group. One of the ads hits Gallegly for a \$21,000 car phone bill --- congressional perks. Gallegly also is being hit for his refusal to debate...

- 1st C.D. - This is the northern CA district now in the hands of GOP freshman Frank Riggs. Reapportionment helped Riggs very slightly, dropping the Demo registration to around 51%. But the new figures show Demos have added 7,184 voters to their rolls, bringing their percentage to 52.04%. GOP registration netted 2,776 voters, giving them 34.25% - down from 34.60% in May. FYI: Riggs is the TOP Demo target for '92. The Demo challenger is Dan Hamburg. Polling in this area is VERY strong for the TOP of the Demo ticket (Clinton, Feinstein and Boxer). And Riggs is being hit for flip-flopping on the congressional pay raise, banning of assault weapons, and even on choice. Another reason Hamburg is doing well is because the Green Party has endorsed him. Remember, it was the P&F Party that end Demo Doug Bosco's congressional career, when they pulled about 14% of the vote, letting Riggs slip in. A poll by Fairbank, Maullin shows Riggs' reelect number at just 24% -- not good...

- 80th A.D. - New registration figures show GOP Assemblywoman Tricia Hunter may need lots of help to hold her seat. The Demos have registered 7,037 voters in the May-Sept. period, compared to 1,063 for the GOP. Overall, the Demos are up to 47.02% (from 45.35%); and the Republicans have dropped to 40.89% from 42.79%. The Demo challenger is community college trustee Julie Bornstein of Palm Springs...

- 39th S.D. - This is the San Diego Co. district where former Sen. Jim Ellis(R) and current Sen. Lucy Killea(I) are in an old-fashioned slugfest. Oddly enough, both GOP and Demo registration percentages dropped slightly, while INDEPENDENT registration increased. Demos added 7,930 voters, while Republicans added 6,018. Independent and 3rd parties added 7,398 voters...

U.S. SENATE UPDATE: ONLY ONE MONTH TO GO.
Editor's note: Candidates who are behind in the polls like to say that the ONLY POLL which counts is the one taken on election day. And that's the spin in current vogue with both Republican senate candidates, Bruce Herschensohn and appointed U.S. Sen. John Seymour. Both are trailing badly in just about every major survey. Here is CALPEEK's analysis of the two races, with a month to go...

SEYMOUR vs. FEINSTEIN

...Of the two races, many CALPEEK sources continue to believe this is the one which will tighten up considerably in the closing weeks of the election. True, Demo Dianne Feinstein continues to hold a 20-point lead over Seymour, but the winner will ultimately be the candidate who makes the fewest MISTAKES. And this is what concerns some Demo campaign consultants. In past elections, DiFi has been known to blow it in the final weeks of campaigning. So far, her blunders have been minor, but this hasn't stopped Seymour from trying to make them into something big. And he has tried, without much success SO FAR, to re-visit the stuff that Demo Gray Davis threw at DiFi in the primary. It must be frustrating when nothing seems to work...

...But the KEY problem for Seymour is that he continues to be perceived by voters as an unknown and uncharismatic politician who can't seem to close the gap with the much better known Feinstein. For example, most CALPEEK readers know that Seymour is PRO-Choice, but 60% of the voters think he is PRO-Life. What does this say about his ability to communicate??? Not much...

...In terms of issues, DiFi continues to pound away on jobs, the economy, health care, education and choice. In poll after poll, these are the issues that voters want candidates to discuss. For much of summer and into September, Seymour has been more interested in bashing DiFi about her problems with the FPPC. Normally, the economy is a bread & butter issue to a Republican, but not this year...

...Some GOP consultants suggest that the only way Seymour will win is to drive up DiFi's negatives and thus make the election a referendum on her --- and not on the re-

cord of the current administration or the Calif. economy. CALPEEK has always been a big fan of NEGATIVE TV (it works most of the time), but it remains to be seen if Seymour has the BUCKS to carry out the kind of blitz necessary to win. We'll see...

HERSCHENSOHN vs. BOXER

...If ever there was a contrast in views and political philosophy, the match between Demo U.S. Rep. Barbara Boxer and Herschensohn is it. But unlike the other contest, most sources think Boxer will have an easier time with her GOP opponent because most insiders think Herschensohn's positions are out of step to the RIGHT when compared to CA's more moderate and progressive views on choice, the environment and the role of government in a society...

...Another problem for Bruce is that his area of expertise is DEFENSE & FOREIGN policy. Unfortunately, this is a year when DOMESTIC issues are IN. And when it comes to talking about the U.S. economy, Herschensohn's flat tax plan may cause some economists to drool, but not voters...

...As for Boxer, she's very liberal, but her stands on dealing with the current economic crisis, the environment, health care, education and choice are much closer to CA's political center -- and in an election, it's usually the candidate who can hold his/her base and then move to the center who wins. CALPEEK sources don't see Herschensohn making the compromises necessary to capture the middle ground...

...On the other hand, his new :30-sec. TV spot, which doesn't mention Boxer by name, has potential because the congress-bashing message is popular. Or as a Demo consultant said, "The anti-congress pitch doesn't make him look like a loony." If he expands the theme and goes after Boxer's OVERDRAFTS at the house bank, that might help. But to pound the message home takes money and this is BH's vulnerable spot. Financial reports are due out soon. Stay tuned...

CALPEEK'S CONSULTANTS DIRECTORY ON SALE

The 1991-92 edition of CALPEEK's Directory of Campaign Consultants is now on sale. The cost is \$15 for subscribers and \$40 for non-subscribers. CA sales tax included...

NEW FIELD POLL: PROPS. 161, 164 and 166

Editor's note: Here are the latest numbers from the FIELD POLL taken Sept. 8-15. Sample size on Prop. 161 was 624 likely voters. Sample size on Props. 164 and 166 was 346 likely voters. Prop. 161 is the physician-assisted death initiative; Prop. 164 is the congressional TERM LIMITS measure; and Prop. 166 is CMA's basic health care coverage measure...

...After reading the "ballot summaries" to respondents, here are the results:

- PROP. 161 - Yes 68%, No 24%, N/O 8%
- PROP. 164 - Yes 63%, No 27%, N/O 10%
- PROP. 166 - Yes 55%, No 32%, N/O 13%

...The only thing that is really surprising is Prop. 161, the so-called Death With Dignity initiative. In CALPEEK's Sept. 21st issue, NO on 161 consultant Chuck Cavalier said polling done by his side (Charlton Research) rated the race as a TOSS UP, while polling done some time ago by Fairbank, Maullin & Assoc. showed the initiative was favored by a 2-1 margin. Looks like the old polling by FM&A was more accurate...

...FYI: A bi-partisan coalition has been formed AGAINST Prop. 164, the congressional TERM LIMITS measure. The committee calls itself, "Californians Against Taxation Without Representation." The group's steering cmt. is chaired by Bill Campbell, president of the CA Mfg. Assn. and a former GOP State senator. The co-chairs are Mary Nichols, former chair of the State Air Resources Board; and Ophelia McFadden, vp of the SKIU. Daralyn Reed is the NO on 164 campaign treasurer. PS: At the CRP convention in L.A., CALPEEK met a well-placed GOP D.C. attorney who said even if 164 passes, it is his belief that the U.S. Supreme Court will rule it to be unconstitutional because 164 violates Article 1, Sec. 5 -- dealing with the election and qualifications of congressmembers and senators.

TO CALPEEK SUBSCRIBERS: CHANGE OF ADDRESS

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L.A. CHAMBERS SETS ANNUAL BUSINESS CONFAB.

The L.A. Area Chamber of Commerce will host its 44th annual "Business Outlook Conference," from 7:30 a.m. to 1:30 p.m., Oct. 15, Biltmore Hotel, L.A. Keynote speaker will be Dr. Michael J. Boskin, chair of the President's Council of Economic Advisers. Tickets are \$120 per/person. For info & RSVPs call (213)629-0619...

CALPEEK's ETCETERA: POLITICAL SHORT TAKES.

Editor's note: Here are some political items of interest...

- CA SENIORS PAC - There's a fairly new PAC in CA called CA Seniors Coalition PAC or SCPAC, with John Scribner as PAC exec. director. SCPAC has more than 300 senior organizations, representing some 500,000 active GOP & Demo members...

- MARGOLIN OUT, PEACE IN - Demo Assembly Speaker Willie Brown has named Steve Peace (D-Chula Vista) as the key POINTMAN for the Demos on workers' comp, replacing Burt Margolin, who chairs the Assembly Insurance Cmt. And as it turns out, Gov. Wilson did NOT veto Peace's WC fraud bill, AB 2329. He signed it Sept. 24. Lawmakers return to Sacto Oct. 8 for a WC special session...

- SURPRISE, SURPRISE - Gov. Pete Wilson signed AB 2601 into law, surprising the political leadership of CA's gay community, who had expected a veto. Why did Wilson sign AB 2601? This may have been Wilson's "don't get mad, get even," way of paying back hardline conservatives who pushed through some tough anti-abortion language in the CRP's 1992 state party platform. Bottomline: The Rev. Lou Sheldon of the Traditional Values Coalition isn't a happy camper...

- CORRECTION - At the CRP's Sept. 18 convention, the "E" board approved a plan to allow the CRP chair two terms, but tabled for now a plan to eliminate the rotation of the chair between north & south. Thank you MS and YN for catching our mistake...

- SADDAM HUSSEIN LOOK-ALIKE - What's a nice Jewish boy like Jerry Haleva doing playing the part of Iraqi bad guy Saddam Hussein? ACTING. Haleva, a former AA to several lawmakers in Sacto and now lobby-

ist, screen tested for the role in a new movie (Hot Shots II) to be filmed in December in Hollywood. Haleva did a walk on in the first Hot Shots movie. For those who have never met Jerry, you'll just have to take our word for it, he could pass...

- SALES TAX ON PERIODICALS REPEALED - Gov. Wilson has signed SB 267 by State Sen. Quentin Kopp (I-S.F.) which repeals the sales tax on magazines and periodicals sold by subscription (such as CALPEEK). Effective date of repeal is sometime in November. We'll keep you posted...

- DAUGHTER OF BAD SLATE CARD - Consultant Jerry Seedborg, a close ally of Berman & D'Agostino Campaigns, says he'll produce Democratic Voter Guide II (to be printed & mailed by Pacific Admail of O.C.). The look-alike slate with card and yellow mailgram, will go to 3.5 million Demo and indy voters. For info (310)429-3255...

NEW JOBS, ADDRESSES AND PERSONNEL NOTES.

Editor's note: Here are some items to mark down in your notebook...

- Former GOP assembly candidate Barbara Pieper is an institute fellow at the JFK School of Gov. (Harvard's Inst. of Politics) where her topic is: "CA In Crisis: West Coast Trend or National Warning."...

- The D.C.-based polling firm of Mellman & Lazarus has replaced Greenberg-Lake as pollsters for Demo Barbara Boxer's U.S. Senate campaign...

- Lance Hastings has been named on-site manager for GOP Assemblyman B.T. Collins. Hastings most recently served on the district staff of U.S. Rep. John Doolittle...

- A sad note. Former NY Times/L.A. bureau chief Gladwin Hill died at his home in L.A. Sept. 19 from lung cancer. Hill was best known as the author of "Dancing Bear: An Inside Look at CA Politics." It's must reading if you haven't already. R.I.P...

- The Sacto office of Stoorza, Ziegaus & Metzger has hired Sally Kay McNitt, Carey Chatfield and Janet Barbieri as asst. AEs. Chatfield worked for U.S. Rep. Cal Dooley, while Barbieri was with LG Leo McCarthy, before joining SZ&M...